

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

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U-I Feldman Drive Jan. 3-April 30



By JAY L. SMITH

On Wednesday of last week, the writer had the privilege and pleasure of representing The Digest at the first annual Associated Screen News Workshop, held at the ASN Studios in Montreal. I was asked by Jack Chisholm, ASN General Sales Manager, to say a few words on the value of the Trade Press in the Canadian Motion Picture Industry, and was happy to have the opportunity to present The Digest's ideas on this subject.

Tracing the history of The Digest from its founding in 1915, I mentioned the battles of The Digest in the past on behalf of the independent exhibitors, on behalf of the distributors, and on behalf of the Industry as a whole against any and all forces conspiring against it. I mentioned the Digest Showmanship Contest, which is still going strong after 17 years. I mentioned the Canadian Motion Picture War Services Committee, which The Digest helped organize, and which under the chairmanship of John J. Fitzgibbons, brought such credit to the Industry throughout the war years.

I pointed out that the late Digest Editor and Publisher helped to organize the Canadian Picture Pioneers, and served one term as president of that organization as well as holding several other offices during a period of years. I mentioned the Variety Club, and the support given to that organization by The Digest.

I brought up The Digest's leading role in the organization of the WOMPI's (Women of the Motion Picture Industry), and our part in the Toronto Evening Telegram's revamping of its amusement section, and our battle against increased newspaper advertising rates. As another example of Service, I

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"Tremendous Strength For U-I In 1955-My Job Easy" States Plottel

The U-I Sales Conference in Hollywood last week, with A. W. Perry, President of Empire-Universal Films and Mark Plottel, General Sales Manager participating, resulted in the following glowing report via Canadian National Telegraph from Mark Plottel to the Digest.

18 TV Stations Now In Canada

Operating expenditures for Canada's publicly-owned television system, including the provision of a basic national program service to affiliated private stations, were

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"I have attended a lot of sales meetings where statements always inspire, but at this meeting saw evidence that speaks louder than words. Screened 'Man Without a Star' starring Kirk Douglas, Jean Evans, Clare Trevor, and you can quote me as saying that this will

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U.S. Mags Overflow Into Canada Read By Over 5½ Million Canucks

What impact do U.S. magazines have in Canada, and more particularly how many Canadians are reached by the constant film advertising appearing in their pages has been answered by a special article in Marketing, December 3.

Saturday Evening Post has outstripped other U.S. magazines. In the last three years it has added 83,000 to its circulation in Canada. It moved from third to first place among the big three U.S. mags in Canada (Ladies Home

(Continued on Page 4)

90th Birthday For Maritime Manager

Mr. S. D. Herman, that grand old man from Lunenburg, Nova Scotia this week celebrated his ninetieth birthday. 'Captain Sam' as he is affectionately known to young and old has the distinction

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TELEGRAM PUBLISHER SPEAKS

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LABOW AT RKO MEET

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THREE NEW TV STATIONS

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Variety Village Goes Dramatic For Xmas

Scrooge is holding the spot-light at busy Variety Village, where the stage is the current rage.

Although the village's two dozen handicapped inhabitants are still interested in photography, swimming, music, horticulture and other activities, rehearsal for Charles Dickens' Christmas Carol is the big item.

The boys presented the play

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Keep your eyes on



CLYDE GILMOUR
(See page 3)

Manitoba Motion Picture Pioneers Hold 11th Annual Meet In Wpg.

The Manitoba Branch of the Motion Picture Pioneers held their 11th annual meeting at the St. Charles Hotel on Monday December 6th, 1954.

The following were elected to the Executive for the year 1955:

Past President, H. Hurwitz; President, J. Biggerstaff; Vice-President, H. Swartz; Sec. Treasurer, B. Hurwitz; Social Chairman, S. Swartz; Membership, C. Krupp; Publicity, G. B. Dowbiggin.

Board Members: J. Ferguson; J. H. Huber; S. Gunn; A. Fein-

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New French Paper Starts In Toronto

There's a new publication for French-speaking citizens of Toronto. Called L'alliance, the French language publication has a minimum print run of 2,000. It costs \$1 a year for 12 monthly issues and is

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WOMPI'S HOLD SUCCESSFUL OPEN HOUSE IN PARA. SCREENING ROOM DEC. 15. THE GIRLS BROUGHT GIFTS AND CASH FOR A DYING 10-YEAR-OLD POLIO VICTIM

On the Beam

(Continued from Page 1)

pointed out The Digest's role in the co-ordination of collections for the recent Hurricane Relief Fund.

In conclusion I advised that it was The Digest's theory that the Trade Press should be a service medium, as well as a news dispenser, but that we did not feel that the Trade Press was the proper place for the washing of the Industry's "dirty linen". Intra-Industry squabbles, while admittedly news, will find little coverage in the news columns of The Digest, for we believe it can only do our Industry a disservice, to air such conflicts as arise within the Industry in the Trade Press, where certainly it will be picked up and magnified by the daily press. I hope our decision is the right one.

On Sunday evening, I attended a private screening of M-G-M's new musical in color, "Deep in My Heart", starring Jose Ferrer as the famed composer, Sigmund Romberg. What a delightful picture this is; it was easy to see why Radio City Hall in New York chose it for their Christmas attraction. A goodly crowd attended the screening at the International Cinema, and broke out into applause several times during the picture.

I cannot say too much for the performance of Jose Ferrer. The man is a genius, and his portrayal of Sigmund Romberg is superior even to his previous high spot as Toulouse-Lautrec in "Moulin Rouge". One particular sequence, in which he does a one-man resume of an new show "Jazz-a-doo", which he has written, is absolutely sensational and is certain to bring down the house at every showing. As one person was heard to remark, "He works harder than Jackie Gleason."

Special mention should also be made of the fine performance by Helen Traubel, formerly of the Metropolitan Opera. Miss Traubel may be no glamour girl, but I would not be surprised if her fan-mail rivals that of some of our screen's most highly-publicized beauties soon after this picture has been put into release. She is terrific, as an actress, as a warm, new screen personality, while her magnificent voice alone is worth the price of admission.

Congratulations to Jim Hardiman, Odeon Director of Advertising, and his crew for the very attractive and clever facsimile of TIME, which they put out in commemoration of Odeon's Showmanship Luncheon a few weeks back. Front page is given to Nicky Lang-

ston, winner of the Big Top Contest, and the twelve pages of the magazine, are brilliantly conceived, and expertly put together.

We particularly liked the back cover, which using the sign cuts of the various magazines' mast-heads, reads as follows: "There comes a TIME in every Odeon manager's LIFE when he must LOOK around, end his HOLIDAY (with pay!), DIGEST company bulletins and use his LIBERTY to put on that showmanship FLASH if he wants to wear the champion showman's CORONET and win prizes in the Odeon better management PAGEANT. In naval terms stand to your POST and HERALD your attractions to pay off at the BOXOFFICE."

MAN. PIONEERS

(Continued from Page 1)
stein; D. Rothstein.

Out of Town Members: J. D. McKenzie, Estevan, Sask.; G. R. Miller, Wynyard, Sask.; A. MacLean, Rainey River, Ont.; J. Todd, Morris, Man.

Cocktails were served followed by a dinner and dance. Mr. R. D. Guy, Jr., was guest speaker, introduced by the new president J. Biggerstaff. C. Krupp inducted the new members.

VARIETY VILLAGE

(Continued from Page 1)
Dec. 15-16, marking the theatrical debut of Variety Villagers.

Both J. Arthur Robertson, the school's principal, and Norman Seath, Variety Village house-master, feel this latest move is of much importance, and predict acting will give the boys confidence in themselves.

Playing the role of Tiny Tim from a wheelchair, paraplegic Archie Parise, 17, summed up the feeling of the boys: "It's an awful lot of fun and I hope, we keep it up."

FRENCH PAPER

(Continued from Page 1)
edited by Jacques Dussault. Advertising manager is Gaston Rousseau.

The publisher hopes it will become the official organ of 12 French organizations that exist in Toronto. There is no line rate as yet. A page costs \$100, half-page \$60. Address is L'alliance de Toronto, 21 King E., Toronto.

One Million People See White Christmas

Approximately one million persons saw Irving Berlin's "White Christmas" during its highly successful eight-week run, at the Radio City Music Hall, New York. The picture, first in Paramount's spectacular new production and presentation process, VistaVision, stars Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen, with Dean Jagger heading the supporting cast.

"White Christmas" also topped the eight-week Music Hall box-office count for all Paramount films that have played the world-famed showplace. The "White Christmas" gross for this period exceeded that of "The Greatest Show on Earth," which ranks among the ten biggest money making pictures ever to be shown at the Music Hall.

Jack Warner Signs Kazan For Long Term

Jack L. Warner has announced the consummation of a deal with Elia Kazan to produce and direct a series of important pictures over a long-term period for Warner Bros. presentation.

The pact was negotiated following completion of "East of Eden," which Kazan directed and produced for Warner Bros. Picture, based on the John Steinbeck best-selling novel, presents a cast headed by Julie Harris, James Dean, Raymond Massey, Burl Ives, Richard Davalos, Jo Van Fleet and Lois Smith.

The Kazan signing is recognized as another step in Mr. Warner's continuing policy of bringing to his company the outstanding creative talent of show business.

TV STATIONS

(Continued from Page 1)

\$7,364,000 in the fiscal year ended last March 31, the Canadian Broadcasting Corporation reported. Nearly twenty-five percent, \$1,800,000, went for general talent expenditures.

Total television revenue was just over \$13,000,000 leaving a net operating surplus, after allowance for depreciation and obsolescence, of \$5,283,000. This surplus will be applied to the financing of capital projects already under way.

The period covered by the report, April 1, 1953 to March 31, 1954, saw expansion of the television network to include Montreal, Ottawa, Toronto, London and Kitchener, with the provision of programs by television recordings to CBUT, Vancouver, and affiliated private stations at Sudbury and Saint John, N.B.

Since the end of the 1953-54 fiscal year, the CBC has added Winnipeg as its sixth television station and is nearing completion of its Halifax station. A total of 22 private stations have been recommended for approval by the Board of Governors and 12 of these are in operation, at Sydney, N.S., Saint John, N.B., Quebec City, Hamilton, Kitchener, London, Windsor, Sudbury and Port Arthur, Ont., Regina, Calgary and Edmonton. By the end of 1954, it is expected further stations will be added in Moncton, N.B., Rimouski and Sherbrooke, Que., Kingston, Ont., and Sault Ste. Marie, Ont. At present, network facilities have been extended to include Quebec City, Hamilton and Windsor, with other points carrying a basic Canadian service by kinescope recordings provided by the Corporation pending extension of network facilities.



Trade Press Panel

Above are the members of the motion picture and television trade press who took part in a panel discussion Wednesday afternoon on the topic of: "The Importance of the Trade Press in Canada's film industry at the ASN workshop. Left to right they are: Jay L. Smith of Canadian Moving Picture Digest; Andrew McLellan of Canadian Television and Motion Picture Review; Jack J. Chisholm of Associated Screen Studios, chairman of the Workshop sessions.

Keep Your Eyes On

CLYDE GILMOUR

By CLYDE GILMOUR

"A movie critic should be honest, accurate, fair-minded, good-humored (although not immune from normal personal vexations), and genuinely fond of motion pictures as a source of entertainment.

"His celluloid appetites should be broad enough to let him heartily enjoy many different kinds of well-done movies: westerns, cops-and-robbers, satirical comedies, slapstick farce, musicals, adventure, cartoons.

"His opinions are necessarily his own — and many a reader may often strongly disagree with his judgment on this or that movie or with his general attitude toward fiction, actuality and people.

"I don't admire the critic who tries to set himself up as a little tin god whose opinions are the ONLY opinions worth holding. There is always room for a healthy argument about the merits and demerits of any work of art—and the screen is an art-form just like any other, with its creative geniuses and its tired hacks, its noble and ignoble philosophers.

"But the reviewer is useless who tries to become a one-man Gallup Poll, endlessly guessing at the reactions of 'Mr. Average Man' instead of reporting candidly and unpretentiously how he himself liked or disliked the film under discussion, and why. If the review is honest and informative, the reader can closely estimate how he himself might react to that particular movie — and this applies even if the reader and the reviewer don't see eye-to-eye for the moment.

"One other thing: I believe that a good OLD movie is still a good NEW movie if you've never seen it. I also believe that most of the better pictures are worth seeing twice, or even oftener. If I feel I have to 'pan' a film when it opens in Toronto, I'll pan it, and then drop it; I won't keep on reminding you about the 'bad' ones. But I will constantly remind you about the GOOD ones ('Elsewhere and Recommended') as often and as long as they pop up anywhere in town, even in the smallest suburban theatres.

"I'll be seeing you — at THE MOVIES."

Across the Country

Toronto and District

If you want something like a million dollars, or a couple of millions, for business or other expansion, perhaps Russ McKibbin, manager of the Imperial theatre, Toronto, can be of assistance.

His cousin, Ralph B. McKibbin, has just been elevated to Deputy Governor of the Bank of Canada at Ottawa.

Have you obtained a telephone call pad from S. L. Vinsen of Film Art Trailers, Toronto? It gives checking spaces for incoming calls while the boss was away from the office for such reasons as "Playing Around," "Curling" and "Asleep."

There are notations for phone messages from "Blonde," "Girl's Father," "Mother-in-Law" and "Broker," as well as such information as "Her husband came home," "Bring that quart," "Renew that note," and "Get out of town."

Six features have been classified Adult Entertainment by the Ontario Board of Moving Picture Censors as follows: "Sensualita," "Human Jungle," "Children of Love," "Human Desire," "Rogue Cop" and "Tit-Coq." Several of these pictures have already been released.

Maritimes

Plans are being finalized for the annual Motion Picture Christmas party which is being held in the Admiral Beatty hotel on Tuesday night, December 14th. This will consist, as usual, of an entertainment, supper and dance. At any rate, an enjoyable evening is being anticipated. The Chairman of this year's Christmas party is Mr. Graydon Matthews, Manager, J. Arthur Rank Film Distributors of Canada, Limited.

The Film Bowling League is planning something a little novel this year, a sleighing party early in January. Usually there is an annual get-together in the form of a private screening, but with a real Winter being forecast, and a considerable quantity of snow already in the Saint John area this old-fashioned sleighing party is being looked forward to with enthusiasm.

RKO is holding its annual convention this year in New York City on December 13th and 14th. Mr. K. Snelgrove, the local manager will be in attendance. Mr. Jack Bernstein, Allied Artists, Toronto, was a visitor to Film Row this week.

CinemaScope is to be installed in the Princess Pat theatre at Belle Island—also the 'Gaiety' theatre, Belle Island. The theatre at Gander, Newfoundland, is also planning to install CinemaScope.

Mr. P. J. Hogan and Mr. Duncan McDonald journeyed to Newfoundland last week. Mr. Hogan arrived at St. Johns to find his brother Doctor Hogan gravely ill and, although slightly improved, Doctor Hogan is still in a serious condition.

Vancouver

The Canadian Motion Picture Pioneers (Vancouver) elected the following officers for 1955: President, Arthur Graburn; Vice-President, Hank Leslie of the Orpheum and Steve Rolston of Alliance Films, Secretary-Treasurer. New members were Cecil Hughes, manager of FPCC Civic Theatre at Nelson and Bob Holm of Delta Drive-in.

Jarvis Construction Co. of Vancouver, was awarded a \$278,000 contract for the construction of the new Vancouver Film Exchange Building at Pine and Twelve Avenues, away from the downtown section. It is being built by Jack Aceman, owner of the Avon theatre and is expected to be ready in May, 1955.

Lloyd Muir, former exploitation man for RKO in Western Canada, is now Vancouver manager of Advertising Agency Ltd.

U-I IN 1955

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out-gross 'Shane.' What a picture and what performances. The public will remember and talk about this picture for a long time.

"Also screened 'Fox Fire' starring Jane Russell, Jeff Chandler. Another picture earmarked for hefty grosses, 'Six Bridges To Cross', starring Tony Curtis, Julia Adams, George Mader. 'Captain Lightfoot', in CinemaScope, starring Rock Hudson, Barbara Rush, also screened. These solidify the tremendous strength of Universal-International for 1955. Add to these 'Sign of the Pagan', 'So This Is Paris', 'Destry' and 'Far Country', prints of which are already in Canada.

"Our opening guns for the new season proves the U-I new era which puts us right on top of the heap. Also saw further important pictures that we deliver assuring the financial success of all U-I customers. These pictures make my job easy."

The conference stressed the theme that "big" pictures are those which can make "big" profits and reaffirmed U-I's policy of making all types of pictures for all types of theatres, for all types of screens. Universal Pictures will launch a 17 weeks "Charles J. Feldman Annual Drive" January 3, 1955,—April 30, 1955, it was announced by Alfred E. Daff, executive vice-president at the sessions of Universal-International Studios.

The announcement of the Feldman Sales Drive climaxed four days of meetings during which the U-I executives reviewed production, distribution and promotion plans for 1955.

MARITIME MANAGER

(Continued from Page 1)

of being the oldest theatre manager in Canada. Mr. F. Gordon Spencer, proprietor of the 'Capitol' Lunenburg was on hand this week to extend personally his birthday greetings to Mr. Herman. The 'Capitol' Lunenburg is undergoing renovations in preparation for the installation of CinemaScope with full Stereophonic sound.

WB DIVIDEND

At a special meeting of the Board of Directors of Warner Bros. Pictures, Inc., held December 10, 1954, a dividend of 30¢ per share was declared on its common stock payable February 5, 1955 to stockholders of record January 14, 1955.

AMERICAN MAGS

(Continued from Page 1)

Journal, Life, Saturday Evening Post). New overflow circulation of Saturday Evening Post is 283,706, according to Audit Bureau of Circulation's figures ending June 30, 1954. While this mag added 83,000 to its list, Life and Ladies Home Journal each increased about 7,000. Their Canadian circulations now are: Ladies Home Journal, 277,849; Life, 235,260.

U.S. magazines now have a circulation into Canada of about 5½ million. This includes only the magazines with a circulation here over 25,000. The total is lower

than the previous estimate, in June 1951.

The tabulations here show: what magazines make up the total; how today's figures compare with earlier ones.

Seventeen U.S. publications listed here have overflow into Canada of over 100,000. Where, in Canada, are most U.S. magazines bought? A rough breakdown of the 5½ million total goes like this: 2.24 million overflow into Ontario; 780,000 overflow into Quebec; 700,000 overflow into British Columbia. About three times as many U.S. mags are sold in Ontario than in any other province in Canada.

Overflow Circulation of U.S. Magazines

Circulation in Canada	June, 1954	June, 1951	Dec., 1949
American Home	60,565	65,874	57,578
American Magazine	95,900	85,734	76,108
Argosy	74,344	99,529	87,834
Better Homes & Gardens	95,985	76,687	75,440
Collier's	133,676	83,315	77,369
Columbia	101,167	96,338	89,048
Coronet	113,045	123,756	145,043
Cosmopolitan	45,049	43,877	53,090
Dell Men's Group	49,038	31,455	31,960
Esquire	31,297	26,870	28,612
Family Circle	158,797	103,686	70,125
Fawcett Men's Unit	42,365		
Focus	33,961		
Good Housekeeping	119,163	90,577	87,424
Hillman Romance Group	39,762		
Hillman Women's Group	55,510	32,615	32,956
Hit Parade Com'n	25,571	60,743	30,233
Holiday	26,052		
Ladies Home Journal	277,849	270,123	246,507
Life	235,160	229,735	215,410
Life Romances	35,754		
Look	46,017	38,953	38,082
Male	48,682		
Master Detective	26,577		
McCall's Magazine	214,191	193,217	186,370
McCall's Pattern Book	28,515	30,791	
Mechanix Illustrated	69,407	72,872	66,714
Men	27,513		
Modern Romances	49,371	46,928	
Modern Screen	103,627	85,705	62,671
Motion Picture & Tel. Mag.	62,312	47,894	46,703
My Romance	32,939		
Nat. Geographical Mag.	79,767	63,595	53,740
Nat. Police Gazette	55,544		
Newsweek	36,208	32,228	33,727
Outdoor Life	43,408	35,882	33,900
Parents Magazine	75,005	56,801	52,348
People Today	28,244		
Photoplay	89,987	62,599	37,649
Popular Mechanics Mag.	101,960	69,988	61,365
Popular Science Monthly	65,938	56,393	48,832
Quality Romance Group	78,643		
Redbook Magazine	124,123	123,403	114,249
Saga	33,534		
Saturday Evening Post	283,706	200,922	189,834
Science & Mechanics	45,013	39,787	42,126
Screenland Unit	71,802	71,109	56,619
Screen Stars	28,440		
Screen Stories	26,215	30,567	29,656
Secrets	53,384	61,538	54,055
See	27,570	35,133	40,338
Seventeen	37,007	39,067	43,996
Sport	29,472	39,367	43,996
Sports Afield	25,195		
Stag	43,798		
Thrilling Fiction Group	41,194	167,736	195,696
Today's Woman	77,138	87,619	67,615
True	113,414	96,324	83,055
True Confessions	100,323	75,478	
True Detective	52,357	54,295	42,738
True Experience	54,548	43,149	28,242
True Love Stories	49,893	46,597	31,417
True Romance	61,617	55,179	54,423
True Story	221,479	141,458	123,207
Woman's Day	239,856	208,071	117,994
Workbasket	44,169		
Woman's Home Companion	147,489	132,209	127,112
Young Romance Group	128,477		

Strong, Mobile Position For RKO Predicted By Labow For 1955

Six major independent producers will be filming a minimum of 12 top-budgeted pictures—all of them in color and wide-screen process—for distribution by RKO with the start of 1955, Jack Labow, RKO Canadian general manager, reported from New York, where he is attending an RKO sales meeting.

In addition, with six films currently in release and a backlog of four completed and awaiting spring and summer release, the company is in the strongest, most mobile position it has been in since coming under the management of Howard Hughes.

Each of the following independent units has a schedule of major attractions ready to go before the cameras in color and wide screen process for RKO release: Edmund Grainger Productions, King Brothers Productions, Benedict Bogeaus Productions, David Butler Productions, Nat Holt Productions and Sol Lesser Productions.

Edmund Grainger has two deluxe pictures ready for filming in Technicolor and SuperScope: "The Treasure of Pancho Villa," to be made in Northern Mexico, and a picturization of James Street's, "Oh Promised Land."

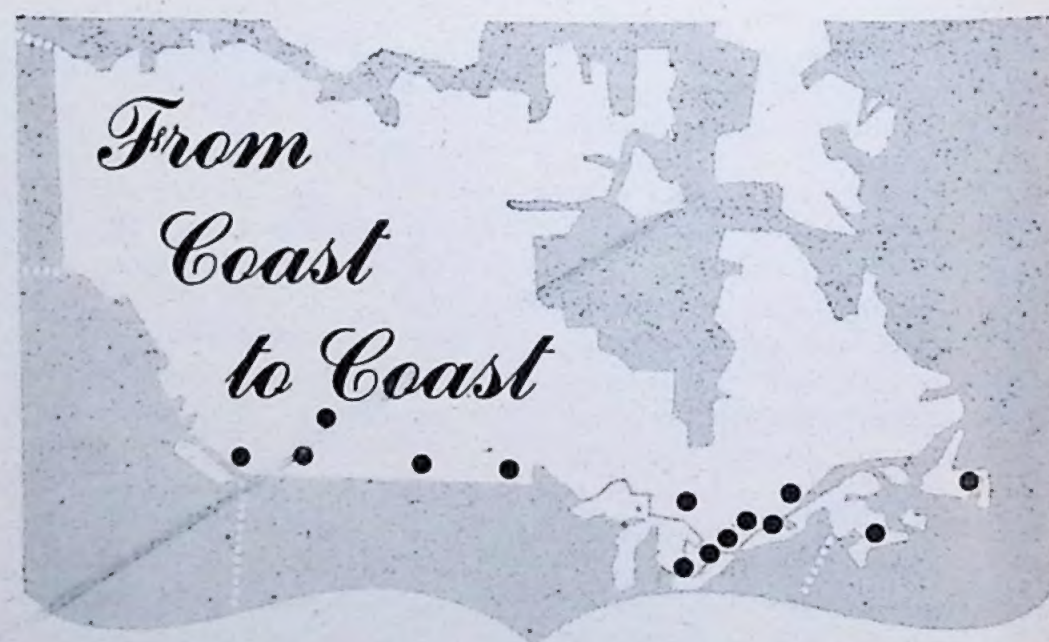
Just completed by Bogeaus for RKO release is "Escape to Burma," while a second top-budget picture goes before the cameras in February.

First of three to be produced and directed by David Butler, "Miracle at Santa Anita," starts in January.

In February King Brothers start their "The Boy and the Bull," to be filmed in color and CinemaScope entirely in Spain, locale of the story. In June, cameras roll in England on "The Two-Headed Spy."

Nat Holt Productions has just completed "Seven Bad Men" (tentative title), filmed in Technicolor and SuperScope, while a second production, as yet untitled, is slated to start within six weeks.

Already completed by Sol Lesser Productions is "Tarzan's Hidden Treasure," to be followed within the next few weeks by another Lesser film.



REGULAR THEATRE SERVICE

Regular theatre service is more than ever essential to protect your large investment in screen, sound and projection equipment. And DSEL is the logical choice for Canadian exhibitors—branches in every large centre with large stocks of replacements for regular and fast emergency service. Avail yourself of this quality service from Canada's oldest and largest theatre service organization.

For complete details talk it over with your local DSEL representative.

DOMINION SOUND EQUIPMENTS LIMITED

HEAD OFFICE AT: 4040 St. Catherine Street West, Montreal

DS-54-26

BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

Fox Provides Exhibitors With Campaign Book On Stereo Sound

A special exhibitor campaign book on stereophonic sound devised for promotional use by theatres having complete stereophonic sound installations has been prepared by 20th Century-Fox.

The latest sales aid issued by the company as part of its program of servicing exhibitors with technical and promotional material on recommended procedures for CinemaScope exhibition, the book contains complete advertising, publicity and exploitation campaigns for the merchandising of stereophonic sound to the public.

Acknowledgement is made by 20th Century-Fox in the manual to Mr. Sidney L. Bernstein, of Granada Theatres, Ltd., London, Mr. Joseph F. Bugala, of the Monessen Amusement Company, Greensburg, Pa., and other exhibitors for ideas and campaign suggestions which have been incorporated into the press book.

Reproduced in the book are campaigns submitted by theatremen on stereophonic sound which have resulted in boxoffice advantages achieved in conjunction with the presentation of CinemaScope pictures.

The publicity section of the manual contains a series of news stories describing the development of stereophonic sound and its association in the world-wide success of CinemaScope.

The advertising section presents a group of eye-arresting ads selling stereophonic sound. Ads, in one, two and three column sizes are adaptable for any Company's CinemaScope pictures in stereophonic sound.

Special ads for campaigns on "The Miracle of Stereophonic Sound," CinemaScope short subject explaining stereophonic sound comparing it to regular optical sound, also are carried in the ad section. This CinemaScope subject is being made available free to theatremen by the film company.

The manual also contains suggestions for the exploitation of stereophonic sound via lobby and theatre-front displays, heralds, throwaways and direct mail pieces to local civic and scientific organizations, newspaper editors, broadcasters and telecasters and to the theatre's regular mailing list. Ideas for space-getting stunts and contests also are outlined in the section.

The book is being sent to every one of the 3,500 theatres in the United States and Canada currently equipped with stereophonic sound. It is also going to all lead-

ing production and exhibition executives and advertising and publicity directors. Theatremen overseas also will be supplied with the press book for use in all parts of the world.

New Look For Granada Ready For Xmas

The Granada Theatre at Hamilton has been closed down for a complete modernization project. Earlier this year the Hamilton Tivoli was given the full treatment by Famous Players Canadian Corp. but without interruption to performances.

Manager Paul Turnbull said he expected the New Granada to be in operation for Christmas week.

Warner Bros. Acquire Independent Picture

"Unchained," produced independently by Hall Bartlett Productions, has been acquired for world-wide distribution by Warners, it is announced by Jack L. Warner.

The picture, starring Elroy Hirsch, Barbara Hale, Chester Morris, Tim Considine and Todd Duncan, was filmed at the Institution for Men at Chino, with Bartlett as writer-director-producer.

Free 20 Minute Reel From Para. 'Paramount Presents VistaVision'

"Paramount Presents VistaVision," a 20-minute product presentation, will be made available free to theatres early in January, A. W. Schwalberg, President of Paramount Film Distributing Corporation, announced in Hollywood last week.

The featurette was filmed at the studio with many of the unusual technical aspects of picture-making integrated into the production. Thus it will give motion picture audiences an "inside view" of Hollywood never before seen on the screen.

Five hundred prints will be made of the featurette, which will be handled through division managers and supported by an extensive advertising campaign.

It was decided to give "Paramount Presents VistaVision" to the theatres following the enthusiastic approval of the subject when it was screened at the International Promotion Coordination meeting held December 6-11 at the Paramount Studio.

"Paramount Presents VistaVision" shows scenes from ten Paramount pictures, all filmed in VistaVision, the studio's revolutionary new photographic process which has received widespread critical and public acclaim.

The productions are: Irving Berlin's "White Christmas," starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen; Alfred Hitchcock's "To Catch A Thief," starring Cary Grant and Grace Kelly; "Strategic Air Command," starring James Stewart and June Allyson; Pine-Thomas' "The

Far Horizons," starring Fred MacMurray, Charlton Heston, Donna Reed and Barbara Hale.

Also, Hitchcock's "The Trouble With Harry," starring Edmund Gwenn and John Forsythe; "The Seven Little Foys," starring Bob Hope (as Eddie Foy) and Milly Vitale; Pine-Thomas' "Run For Cover," starring James Cagney, Viveca Lindfors and John Derek; "We're No Angels," starring Humphrey Bogart, Aldo Ray and Peter Ustinov; Pine-Thomas' "Lucy Gallant," starring Jane Wyman and Charlton Heston, and Hal Wallis' "Three Ring Circus," starring Dean Martin and Jerry Lewis.

DCA Owners Rep Over 1000 Theatres

The Distributors Corporation of America, organized recently by 35 theatre owners who operate an estimated 1,000 theatres, will introduce a new method of releasing movies, according to Fred Schwartz, president.

Mr. Schwartz, who also is president of the Century theatre circuit in New York says the company will distribute its pictures on an area basis rather than nation-wide, as is the general custom. Advertising will be concentrated on the various local levels at the time pictures are to be shown, Schwartz says, instead of, as frequently happens, trailing by a month or more the advertising in national magazines. He says the distribution system also will represent savings by reducing the number of prints of pictures necessary to cover the country.

The corporation is in production with a cartoon version in color of the Broadway stage fantasy "Finian's Rainbow" and has engaged top stars to provide the voices for the film. It also will produce the Edison Marshall novel, "The Vikings," in England and Norway, and has Western Hemisphere distribution rights to the film version of "I Am a Camera," to be made next month in England with Julie Harris and Shelley Winters.

Robert Aldrich, producer and director of "The Way We Are," has made a deal with the Distributors Corporation of America to finance and distribute the film, which will star Joan Crawford. In Canada distribution will be through Alliance Films.



Winston Barron (right), Paramount's Advertising-Publicity Director for Canada, chats informally in Hollywood with Danny Kaye at the latter's home. Representatives at Paramount's week long (Dec. 6-11) promotion and sales meetings held at the studio were invited by Kaye to enjoy an evening at his home. The photographer was on hand when Danny drew his old friend Barron aside for a chat about Canadian doings.



Burt Lancaster makes his debut as a picture director in the UA release "The Kentuckian" . . . **Kim Novak** to co-star with **Guy Madison** in Columbia's "Five Against the House" . . . Warner's "A Star Is Born" in its fifth week at Paramount and Victoria Theatres, New York . . . Paramount assigns **Fernando Lamas** role opposite **Rosalind Russell** in the VistaVision-Technicolor musical comedy "The Girl Rush" . . . **Victor Young** signed by Republic to compose and conduct background score for their recently completed film "Timberjack," starring **Sterling Hayden** . . . Universal Pictures and Decca Records joining promotional forces for promotion of "So This Is Paris," starring **Tony Curtis** and **Gloria De Haven** . . . Leading songsters record the theme song from 20th Century-Fox's CinemaScope production "Desiree," eight versions are being rushed into national release . . . **Lauren Bacall** set for feminine lead opposite **Robert Mitchum** in Warner's "Blood Alley" . . . Monroe Theatre, Chicago, to have the American premiere of UA's "Twist of Fate," starring **Ginger Rogers** . . . **Ian Keith** to have lead role in Columbia's "Monster Beneath the Sea" . . . **Basil Rathbone's** third successive role for Paramount will be the job of menacing **Danny Kaye** in his latest, "The Court Jester," in which **Angela Lansbury** plays his leading lady . . . **Patricia Medina** in New York for the premiere of her latest film, Columbia's "The Black Knight," in which she is co-starred with **Alan Ladd** . . . **Walter Wanger's** next for Allied Artists will be "Mother-sir" with **Joan Bennett** featured . . . Warner's "The Sea Chase," on location in the Hawaiian Islands, this CinemaScope film stars **Lana Turner** . . . "Top of the World," now in production for United Artists . . . Suspense thriller, "The Desperate Hours," now being filmed on the Paramount lot, is the first to be shot in black and white VistaVision . . . Second Warwick production for Columbia will be "Cockleshell Heroes," CinemaScope Technicolor production to be shot in England and France.

3 New TV Stations Opened By CBC

According to a statement from the CBC, Toronto, CJBR-TV, Rimouski, Que., has joined the Quebec region (French) of the CBC-TV network. Operating on channel 3, the station has 34,000 watts video power and 19,400 watts audio power. Class "A" network rate will be \$160 per hour.

In Northern Ontario, CJIC-TV, Sault Ste. Marie, will begin operations on channel 2. Power will be 5,160 watts video and 2,580 watts audio. Network rate will be \$150 per hour.

Station CKCW-TV, Moncton, is expected to start telecasting late December on channel two, with 5,000 watts video and 3,000 watts audio. Network rate will be \$160 per hour.

Odeon's Showmanship Champ Rings Bell

Nicky Langston, Odeon's Champion Showman and manager of the Capitol Theatre, Hamilton, has done it again, this time with a solid-page advertising splash for the engagement of "Brigadoon".

The display in the Hamilton Spectator consisted of a page-size engraving centered by a large figure of a dancing girl with scattered illustrations embellishing the background along with circles which carried the individual advertisements of co-operating merchants and industries. The cut included an eight-column theatre announcement.

Destination U.K.

"Destination U.K.," a new 20-minute color film produced for Trans-Canada Air Lines by Crawley Films, Ottawa, is being distributed for showings by TCA. The film tours England, Wales and Scotland, giving attention to such attractions as the trooping of the colors, the Thames River, the ancient churches and castles of Southern England and the highlands of Scotland.

Sunday Observance

A resolution is scheduled to be presented at the convention of the Ontario Federation of Labor Jan. 14-16 at Niagara Falls to express opposition to any change in Sunday observance in this province.

A leader in the Federation is **Hugh J. Sedgwick** of Hamilton, international vice-president of the IATSE and a director of the Canadian Picture Pioneers.

Toronto Film Industry Leaders "Love That Tely Man Bassett"



The head table at The Telegram luncheon to the industry in Toronto's Royal York Hotel are shown above, left to right: Peter Myers, Chairman CMPDA; Stan Helleur; Mr. Bassett; Clyde Gilmour and Sam Bloom, B & F Theatres.



The smiling faces above resulted from the wonderful repast served at The Telegram luncheon. Left to right: Mort Margolius, Famous Players; Bill Summerville, B & F; Myer Axler, Twinex; Ben Geldsaler, Famous Players; Alderman-elect Don Summerville; Dan Krendel, R. W. Bolstad and Jimmy Nairn, Famous Players.



A true Xmas spirit permeated the Tely luncheon. The festive appearance of the above, was caught after they had finished their Xmas puddings. Left to right: Frank Fisher, JARO; C. R. B. Salmon, Harvey Hunt and Ted Forsythe, Odeon; Harvey Harnick, Columbia; Morris Stein, Famous Players; and Ralph Dale, partly hidden by Jack Hunter.

Across the Country

(Continued from Page 3)

Youths who frequent the Oak Theatre at Burnaby are suspected in the theft of 400 books of gift tickets and cigarettes to the amount of around \$1,000.

Gray LeVas, port superintendent of Powell River, was swept off a raft to his death along with two other men in a Pacific storm upcoast from here. His wife, the former Marjorie Gutteridge, was with Paramount Pictures for fifteen years and later secretary for McLeod Amusements of Powell River. Body of LeVas has not been recovered to date.

Haskell Masters was here on his semi-annual inspection visit and conferred with his local W-B manager, Earl Dalglish. Masters reports business tops across Canada. Prince George in Northern B.C. will have a third theatre, being planned by local businessmen.

Chatter... That Could Matter!

By MAX CNIC

The following are excerpts from the speech delivered by Mr. John Bassett, publisher of the Toronto Telegram at a luncheon tendered the motion picture industry last Monday at the Royal York Hotel. Over 150 leading exhibition and distribution executives attended. Mr. Bassett's words speak for themselves.

"First of all, on behalf of myself personally and on behalf of **The Telegram**, I want to thank you all very much for taking the time in your busy lives to come and have lunch with us today. The purpose of this luncheon, as you all know, is to introduce to you **Stan Helleur** and **Clyde Gilmour**. It is also my purpose to allow them to have a look at all you ladies and gentlemen in the movie industry. Most of you, I believe, know **Stan Helleur** from the days when he wrote the column "Fun Fare" in **The Telegram** and I am sure, also, that from his writing, if not in **The Vancouver Sun**, at least in a competing medium which shall not be necessarily mentioned . . . **Maclean's Magazine** . . . the **C.B.C.** . . . you know **Clyde Gilmour** by his works, at least.

"I hope that already most of you have become aware of what **The Telegram** is trying to do to promote interest in the entertainment industry generally and particularly in the movies. I want to, however, make it perfectly clear to you that great as is the enjoyment I get personally from going to the movies, and great as is my respect for the movie industry, I don't want you to be under any misunderstanding that this development of the Entertainment Section of **The Telegram** is primarily for anybody's benefit except **The Telegram**. I don't know how many of you see regularly a publication called **Editor and Publisher** which deals largely with newspapers and the publishing business, but those of you who do will know that during this past Fall period the movie industry in the United States has been running a series of advertisements in that publication to call to the attention of editors and publishers across the United States the importance of movies in their own communities. It has been my intention for a long time to try to improve and enlarge the Entertainment Section of **The Telegram**, but these advertisements pointed up the importance of the movie industry in the community very definitely to me.

"Now, as I said, the main purpose of the new and improved and enlarged Entertainment Section in our newspaper was for the benefit of **The Telegram**, and I just want to take one minute to spell out what I mean by that. We hope that through this section of the newspaper more and more people will be induced to buy and read our newspaper. I also must tell you frankly that I feel that the movie industry generally have been responsible not only for a great deal of very welcome and very good advertising business in the newspapers of this country, but that they have created a relationship with the Press which, to my best belief is certainly true as far as **The Telegram** is concerned, is a very good one. You must be, at times, as concerned as I am to see a newspaper such as **The Telegram** give away columns of free space every day without any advertising return to speak of at all to Radio and Television, I hope that none of you will act on what I am about to

tell you because I think obviously that you would suffer as we would, but there is no question that if the movie industry decided that they no longer were going to advertise in the daily newspapers, the daily newspapers would, nevertheless, still have to list movies and times for the benefit of their readers, because the readers of the newspaper are the first and by far the most important responsibility of a newspaper. I have always felt, therefore, that the movie industry is in a good and strong and very, very friendly position with regards to newspapers because over the years you have for your own very good and sufficient reasons advertised your product strongly and I am sure, and hope and believe, that this has paid off substantially for you. Nevertheless, I am not unaware of the fact that if you did not follow this policy that we would still have to do within the bounds of our own good judgment . . . we would have to do some of that advertising for you for which, of

course, there would be no financial return to us.

"Now, it is my belief that **Clyde Gilmour's** column, which will deal specifically with movies, and **Stan Helleur's** column which will deal more generally with entertainment in the broadest sense, will create new readers for **The Telegram**. Along with these two columns which will be personal columns, columns of opinion, and already you have perhaps seen that there will be broader coverage both through pictures and what I would call straight news from the News Associations such as **Canadian Press** and **Associated Press**. I spoke before lunch to the representatives of **Odeon Theatres** here and suggested that they get in touch with the **United Kingdom Office of Information** at Ottawa, **Mr. Monserrat**, and also with **Reuters** in London so that there can come an even flow of news of what is going on in the industry in the **United Kingdom**. This, we believe, will be of tremendous interest to the readers of the newspaper. This effort, this interest, will be co-ordinated by **Ken Johnson**, whom most of you know, who will be responsible for the Section as a sub-editor of that Section.

"Now, having said all that just so that you will know what we are trying to do and what our objectives are, before I introduce our two guests I want you also to know that while **Mr. Gilmour**, particularly, will have the completest freedom of comment in his column, he will criticize or praise as he judges it to be which, of course, I know you recognize is the right of any critic, and he is a movie critic. He is not there to simply write sweet nothings or to say something is good which he thinks is not but, nevertheless, having said that I want you all to hear it from me and to believe that we feel that we too have a responsibility regarding the movie industry . . . we want to encourage people to go to your theatres because we think it is in our benefit as well as yours, and the main underlying policy with regards to our Entertainment Section on **The Telegram** will be one of cooperation."

MARCH OF DIMES

The U.S. March of Dimes will be sponsors for the American invitational premiere of **JARO's** great spectacle production "Romeo and Juliet," at the Sutton Theatre, New York, Dec. 21st. In Canada the March of Dimes, slated for January 3-31, has lined up with a number of film companies in joint ventures to make this year's campaign the best yet.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
6th week. *White Christmas* (Par.) Vista-Vision and Tech. with Bing Crosby.

SHEA'S
Pushover (Col.) with Fred MacMurray and Kim Novak.

ODEON
4th week. *The Barefoot Contessa* (UA) Tech. with Humphrey Bogart.

HYLAND & CHRISTIE
4th week. *Father Brown, Detective* (Col.) with Alec Guinness.

LOEW'S
3rd week. *The Last Time I Saw Paris* (MGM) Tech. with Elizabeth Taylor.

UPTOWN
2nd week. *The Glenn Miller Story* E-U Tech. with James Stewart.

UNIVERSITY & EGLINTON
Passion (RKO) Tech. with Cornel Wilde.

TOWNE CINEMA
5th week. *Modern Times* (UA) with Charlie Chaplin.

DOWNTOWN
The Law Vs Billy The Kid (Col.) and The Iron Glove (Col.).

MONTREAL

CAPITOL
King Richard and the Crusaders (WB) C'Scope and color with Rex Harrison.

LOEW'S
3rd week. *White Christmas* (Par.) Vista-Vision and Tech. with Bing Crosby.

PALACE
BEAU BRUMMELL (MGM) Color with Stewart Granger.

PRINCESS
Ring Of Fear (WB) C'Scope and color with Mickey Spillane.

AVENUE
Three Cases of Murder (IFD) with Orson Welles.

KENT
Out of This World (Alliance) Tech. with Lowell Thomas.

WINNIPEG

CAPITOL
2nd week. *Demetrius and the Gladiators* (20th-Fox) C'Scope and Tech. with Victor Mature.

LYCEUM
Duel in the Jungle (WB) Tech. with Jeanne Crain.

MET

Rogue Cop (MGM) with Robert Taylor and Janet Leigh.

ODEON

3rd week. *Doctor in the House* (JARO) Tech. with Dirk Bogarde.

GARRICK

3rd week. *Woman's World* (20th-Fox) C'Scope and Tech. with Clifton Webb.

CALGARY

CAPITOL

Beau Brummell (MGM) color with Stewart Granger and Elizabeth Taylor.

PALACE

Hajji Baba (20th-Fox) C'Scope and De-Luxe Color with John Derek.

UPTOWN

Fire Over Africa (Col.) Tech. with Binnie Barnes.

GRAND

Track Of The Cat (WB) C'Scope and WarnerColor with Robert Mitchum.

VANCOUVER

CAPITOL

Beau Brummell (MGM) color with Stewart Granger.

VOGUE

2nd week. *On The Waterfront* (Col.) with Marlon Brando.

PLAZA & FRASER

Bengal Brigade (E-U) Tech. with Rock Hudson.

ORPHEUM

Hajji Baba (20th-Fox) C'Scope and De-Luxe Color with John Derek.

STRAND

Act of Love (UA) with Kirk Douglas.

STUDIO

The Holly and the Ivy (IFD) with Ralph Richardson.

ST. JOHN

PARAMOUNT

Passion (RKO) Tech. with Cornel Wilde.

STRAND

Sitting Bull (UA) C'Scope and Eastman Color with Dale Robertson.

CAPITOL

Hajji Baba (20th-Fox) C'Scope and De-Luxe Color with John Derek.

KENT

Southwest Passage ((UA) Color with Rod Cameron.

42,736,920 WOMEN*

ARE READY AND WAITING FOR THIS ONE!

Sister Against Sister!

...for love
of the same man!

'You want him to kiss you
the way he kisses me! Well
...you've had your chance...
now it's my turn!'



ALLAN DOWLING presents

LINDA DARNELL · RICK JASON · DAN DURYEA · FAITH DOMERGUE

THIS IS MY LOVE

color by PATHECOLOR

with HAL BAYLOR · CONNIE RUSSELL · Directed by STUART HEISLER · Screenplay by HAGAR WILDE & HUGH BROOKE · Produced by HUGH BROOKE



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THE SHOWMANSHIP COMPANY

* Combined
viewing,
listening
and reading
audience
of top TV,
radio shows
and leading
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